

## Message Text

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PAGE 01    BUCAR 07513 220712Z  
ACTION CU-03

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FM AMEMBASSY BUCHAREST  
TO USIA WASHDC  
INFO SECSTATE WASHDC 868

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USIA FOR IMV; IEU; STATE FOR CU/EE

E.O. 11652: N/A  
TAGS: SCUL, RO, OEXC  
SUBJ: ROMANIAN TV - PROJECTS FOR 1977  
REF: (A) USIA 16325 (B) MEMO OF CON ON ROMANIAN RADIO & TV  
8/30/76 (C) PAO LETTER NO. 31 - 12/2/76

1. MIHAI LAZAR, DIRECTOR OF INTERNATIONAL RELATIONS AT ROMTV  
SUMMONED IO TO REVIEW THE STATUS OF OUR RELATIONS  
WITH ROMTV AND RAISED THE FOLLOWING POINTS WHICH REQUIRE  
FOLLOW-UP:

A. IN FEBRUARY 1975 FRED COHEN OF PUBLIC BROADCASTING SYSTEM  
(PBS) VISITED ROMTV TO EXPLORE POSSIBILITIES FOR FUTURE  
EXCHANGES OF BROADCAST MATERIALS. ROMTV SENT HIM SEVERAL COLOR  
FILMS FOR USE BY PBS ABOUT A YEAR AGO. THEY HAVE NEVER HEARD  
WHETHER THEY WERE USED OR HOW, OR WHETHER PBS COULD USE MORE SUCH  
FILMS. ALTHOUGH THEY DO NOT CONSIDER PBS THE BEST U.S. TV OUTLET  
FOR THEIR PROGRAMS THEY WOULD BE WILLING TO CONTINUE AN EXCHANGE  
OF MATERIALS IF PBS IS WILLING. REQUEST AGENCY CONTACT  
COHEN AND ADVISE USE MADE OF FILMS SENT AND POSSIBILITIES  
FOR FUTURE, IF ANY.

B. ROMTV PUTS HIGHEST PRIORITY IN 1977, ROMANIA'S CENTENNIAL  
"CENTENNIAL DAY" - MAY 19, 1977, IN GETTING PLACEMENT ON  
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PAGE 02    BUCAR 07513 220712Z

ONE OF U.S. NETWORKS. PREVIOUS ATTEMPTS BY ROMANIAN EMBASSY  
IN WASHINGTON, BY ROMANIAN LIBRARY IN NEW YORK AND BY  
ROMTV OFFICIALS HAVE FAILED TO IDENTIFY APPROPRIATE INDIVIDUALS  
AT ABC, NBC AND CBS WITH WHOM NEGOTIATIONS MIGHT BE  
UNDERTAKEN IN CONNECTION WITH SUCH PLACEMENT. SINCE HARD  
CURRENCY PROBLEM WILL PREVENT ANY COMMERCIAL ARRANGEMENT

ROMANIANS WOULD LIKE TO WORK TOWARD A FORMAL AGREEMENT WITH ONE OF THE NETWORKS FOR THE EXCHANGE OF PROGRAMS AT NO COST TO EITHER SIDE. THEY BELIEVE THAT SUCH AN ARRANGEMENT HAS BEEN WORKED OUT BETWEEN POLAND AND ABC. IN THE COURSE OF THE DISCUSSION IT BECAME APPARENT THAT ROMTV FEELS IT PROVIDED MAJOR PLACEMENT OF U.S. MATERIALS DURING OUR BICENTENNIAL YEAR AND WE SHOULD DO THE SAME FOR THEM IN 1977. ALTHOUGH THE DIFFERENCES IN OUR SYSTEMS WERE EXPLAINED CLEARLY AND IN SOME DETAIL, AND NO PROMISES WERE MADE, EMBASSY WOULD REQUEST AGENCY INQUIRE WITH EACH OF NETWORKS WHETHER SUCH AN EXCHANGE MIGHT BE WORKABLE, AND IF SO WHOM ROMANIANS SHOULD CONTACT AT EACH NETWORK. (FYI: LAZAR EXPRESSED SOME INTEREST IN HOSTING A REVERSE TV CO-OP WITH AN AMERICAN FILM CREW COMING HERE TO PRODUCE A FILM ABOUT ROMANIAN CENTENNIAL ACTIVITIES AS THE ROMANIANS DID ABOUT U.S. BICENTENNIAL ACTIVITIES.)

C. MANY MATERIALS WHICH LAZAR FEELS WOULD BE SUITABLE FOR USE ON AMERICAN TV, ALREADY EXIST AND OTHER MATERIALS SPECIFICALLY GEARED TOWARD CENTENNIAL ARE BEING PRODUCED NOW. MOST OF THESE ARE OF A DOCUMENTARY NATURE AND WOULD BE AVAILABLE WITH A MINIMUM OF EFFORT. LAZAR HELD LITTLE HOPE OF PLACEMENT OF AMERICAN DOCUMENTARY FILMS, E.G., THE ALISTAIRE COOKE SERIES "AMERICA" WHICH WE HAVE BEEN OFFERING FOR MORE THAN A YEAR UNTIL THERE IS SOME PLACEMENT OF ROMANIAN MATERIALS ON U.S. TV.

D. LAZAR SUGGESTED THAT THE EMBASSY, IN ORDER TO PROMOTE A ROMTV EXCHANGE WITH AN AMERICAN NETWORK, MIGHT INVITE EITHER VASILE POTOP, DIRECTOR GENERAL OR ION PUSCASU, DEPUTY DIRECTOR IN CHARGE OF ROMANIAN TELEVISION, OR POSSIBLY EVEN HIMSELF TO VISIT THE U.S. TO MAKE THE NECESSARY ARRANGEMENTS.

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PAGE 03     BUCCHAR 07513 220712Z

BY THE SAME TOKEN, ROMTV WOULD BE MORE THAN HAPPY TO HOST AN AMERICAN NETWORK OFFICIAL HERE IF THAT IS ADVISABLE.

2. WHILE NOT WISHING TO OVERLY INVOLVE OURSELVES IN PURSUING ROMANIAN INTERESTS IN U.S. IT IS CLEAR THAT TO SOME EXTENT OUR PLACEMENT SUCCESS WITH ROMTV AT LEAST IN YEAR AHEAD IS LARGELY DEPENDENT ON THEIR ABILITY TO GET PLACEMENT IN U.S. IN ADDITION TO PURSUING POINTS ABOVE WOULD THEREFORE APPRECIATE IMV ADVISING ANY ROMANIAN PLACEMENT ON U.S. TV. WE HAVE HEARD, E.G., OF A ROMANIAN SPECIAL BROADCAST RECENTLY IN THE LOS ANGELES AREA.

BARNES

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TELEVISION BROADCASTING, PROGRAMS (PROJECTS), CULTURAL EXCHANGES  
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**Copy:** SINGLE  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
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**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
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**Film Number:** D760469-0389  
**From:** BUCHAREST  
**Handling Restrictions:** n/a  
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**ISecure:** 1  
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**Office:** ACTION CU  
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